

# ***Informed Delivery APP MTAC Workgroup #174***

## **Session 11**

**Friday, December 11, 2015  
12:00 noon – 1:00 p.m. EST**

- Update on launch of Informed Delivery™
- Start new Discussion
  - Issues 9.0: Flats Participation
    - ◆ Guest participant for Non-Automation/Saturation Mail
- Review of Session 10
  - Open issues, questions, etc.
- Ongoing discussion for:
  - 12.0: Suppression of Images
- Wrap up
- Next steps



- ❑ First user acquisition email sent to 60K on 12/4/15
  - Subgroup of USPS.com registered users
    - ◆ 2500 enrolled users as of 12/10/15
- ❑ Lots of media coverage from non-placed ads
  - Largely started with MSN homepage cover on 12/6
    - ◆ Social media very active as well
      - USPS Corporate Communications taking lead on responses

*"The new email service means you don't have to be at home to check your mailbox. No need to get too creeped out, USPS won't open your mail. You can do that in the privacy of your home."*  
- i Digital Times

*"Informed Delivery's great promise for direct mailers is more eyes on their mailings."*  
-DM News

*"Mail delivery: the next area for disruptors...Neither snow nor rain nor heat nor gloom of night nor your own laziness will stop the United States Postal Service from delivering your mail."*  
-Vanity Fair

*"If you want to know what to expect in your mailbox before the mail even arrives, then the United States Postal Service has a new program just for you."*  
-Today Show



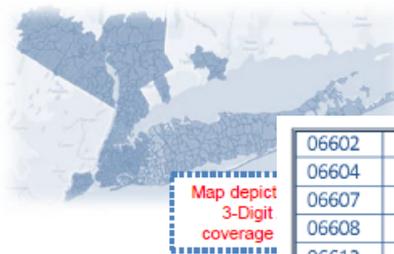
## Informed Delivery™ daily email notifications provide access to mail **at your fingertips**

### ★ FUNCTIONALITY ★

- Each day that an eligible enrolled user receives mail, they will get black and white images of the address side of their letter-sized mail
- Sent via a morning email from the USPS®

### ★ AVAILABILITY ★

- Test area includes portions of NY and CT
  - 3-Digit ZIP Code™ ranges: 066, 069, & 100-119
- See table below for a full listing of participating 5-Digit ZIP Code™ locations as of 11/20/15



### ★ ELIGIBILITY ★

- Test service is available to residential customers in ZIP Code™ locations shown
- Some addresses within a 5-Digit ZIP Code™ may not be eligible to receive
  - Upon registration, eligible users will be given the option to enroll in Informed Delivery

## Activated ZIP Code™ locations as of 11/18/2015

06602	10022	10114	10160	10256	10522	10922	11024	11427	11697	11956
06604	10036	10115	10162	10259	10527	10928	11042	11429	11707	11957
06607	10038	10117	10164	10261	10532	10931	11051	11432	11709	11958
06608	10041	10118	10165	10265	10533	10950	11052	11433	11715	11959
06612	10043	10119	10166	10269	10537	10963	11053	11436	11732	11960
06614	10044	10120	10167	10270	10548	10964	11054	11439	11739	11961
06673	10045	10121	10168	10271	10550	10968	11055	11451	11749	11962
06901	10055	10122	10169	10273	10567	10969	11109	11509	11765	11964
06902	10065	10123	10170	10275	10578	10974	11120	11535	11770	11965
06903	10069	10124	10171	10277	10594	10976	11201	11547	11786	11968
06910	10075	10125	10172	10278	10595	10979	11220	11549	11792	11970
06914	10080	10126	10173	10279	10596	10983	11351	11550	11794	11971
06921	10081	10130	10174	10280	10601	10984	11355	11555	11796	11972
06926	10087	10131	10175	10281	10604	10985	11359	11556	11801	11973
10003	10102	10132	10176	10282	10605	10986	11362	11564	11935	11977
10004	10103	10133	10177	10285	10606	10993	11366	11565	11939	
10005	10104	10138	10178	10286	10607	10994	11371	11569	11940	
10006	10105	10151	10179	10307	10701	10996	11381	11570	11941	
10007	10106	10152	10199	10311	10709	10997	11385	11580	11944	
10010	10107	10153	10203	10464	10801	10998	11405	11581	11947	
10016	10109	10154	10205	10501	10804	11001	11416	11591	11948	
10017	10110	10155	10211	10502	10805	11005	11422	11592	11949	
10019	10111	10157	10212	10511	10913	11020	11424	11691	11952	
10020	10112	10158	10213	10521	10916	11021	11425	11693	11954	

## Issue 9.0: Flats Participation

- Questions/comments posed
  - ◆ When will flat shaped mailings be able to participate in the pilot?
  - ◆ When could flats sorting equipment be piloted?
- Overview
  - ◆ Reminder of Concept
    - Example of daily email today
    - As flats will be tested in the future
  - ◆ Timeline – early February 2016
  - ◆ Mailer Participation
    - Still taking names of interested Mailers



## ❑ Issue 12.0: Suppression of Images

- Questions/comments posed
  - ◆ Some mailers have expressed an interest to have images suppressed.
    - Need to discuss the implications of this and how it would be implemented.
  - ◆ As a follow-up to this, concern on images of envelopes which contain credit cards - these envelopes are commonly plain white -- what is the security to make sure these images cannot be stolen to maintain the mailbox security.
- Asking team to document pros/cons/use cases
  - ◆ From both a customer and mailer perspective
    - Will conduct a WG vote to present with final resolution document

Example	Pros	Cons	Use Cases
Collection Notices	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.	Potential PII breach. During roll out, information is inconsistent across the country.	Item is misaddressed image would go to wrong person, breaching PII. The physical mailpiece would also be given to the wrong person in this case.
Advertising Mail	Multiple touch points, physical and digital	Lose impulsivity and textual impact of mail	Consumer sees B&W image, so doesn't have any urgency to get to actual mailpiece
Embossed credit card number on outside of envelope.		Potential PII breach. If mailpiece image goes to wrong consumer, privacy issues are a concern.	Embossed credit card in an envelope could be pressed against the roller during mail processing such that the numbers are imprinted on the envelope.



# Examples

Example	Pros	Cons	Use Cases
Payroll Checks			
Tax refunds			
Subpoena's			
Red Light Tickets			
Certified Mail	Consumers can see image in advance.		Consumer sees an image of their Certified Mailpiece and they know that they have a signature item to pick up at the post office. Saving them time and adding convenience to their daily tasks.
Certified Mail	Mailer has confirmation that the consumer opened an email with the image of a mailpiece.		Mailer sends a Certified item to a consumer. Consumer doesn't pick up item, however, mailer has documentation that the email was opened.



# Examples

Example	Pros	Cons	Use Cases
High Dollar Amount Coupons			
CC Convenience Checks	Consumers could see information in advance and take action Consumer could take immediate action to get them out of their mailbox	Consumer could ignore it	Not necessarily just related to this topic.
Mailings from CC companies with their return address		Fraud, theft	I know that AmExp cards come from XX address and I can hack into people's email and see who has a credit card in their mail today. Can we quantify the risk? Can we mitigate the risk without the showing the return address?

## ❑ Issue 12.0: Suppression of Images

- Some members felt strongly that the Digital delivery of Mailpiece Images to consumers ought to fundamentally be an Opt-In program for business mailers. Business Mailers who pay postage to the USPS for delivery of that physical piece are paying for that service alone.
- Identified several instances of how image suppression might be used to eliminate risks associated with fraud, particularly PII; concerns related to collection notices or Certified Mail; implications to payroll checks, tax refunds, subpoena's, red light tickets or convenience checks (negotiable blank checks sent by credit card companies)
- Could this be a legal issue since mailers are paying for a physical piece to be delivered and nothing else, a digital image is not what they paid for?

## ❑ Issue 12.0: Suppression of Images

- Technical solution to suppress would be based on Opt-In vs. Opt-Out (for mailers) so compiling a solution may not be feasible for the group
  - ◆ Example would be that STID could be used like it is for other extra services
- In an opt-in world, question was raised about what it would be like for the consumer, it was suggested that they would adapt to the # of images in the daily email not matching what is in their physical mailbox



# Wrap Up & Next Steps



All Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

- Weekly subgroup meetings held each Tuesday via WebEx from 12:00 noon – 1:00 p.m. EST

Su	Mo	Tu	We	Th	Fr	Sa
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Su	Mo	Tu	We	Th	Fr	Sa
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Telecom Meeting Dates (21 sessions)
- F2F Meeting Dates (3 sessions)
- MTAC, USPS HQ/Washington DC
- NPF/MTAC, Nashville TN
- Subgroup Meeting Dates (# sessions TBD)



# Proposed Schedule

#	Issue	Proposed Meeting Date	
7.0	Consumer Pilot Selection Process	09/25/15	✓
8.0	Mailer Pilot Selection Process	09/25/15	✓
3.0	USPS and Industry Critical Success Factors	10/02/15	Subgroup
3.1	Impact on Response Rates	10/02/15	Subgroup
4.0	Timing / Content Discrepancies	10/09/15	✓
4.1	Data Reliability	10/09/15	✓
6.0	Data Security	10/16/15	✓
11.0	Feedback Loop	10/23/15	Subgroup
14.0	Integration with Postal One	10/30/15	Revisit 01/16
5.0	Identity Validation Process	11/06/15	✓
13.0	Mail Moment Impact	11/17/15	✓
12.0	Suppression of Images	12/04/15	Cont'd 12/11/15
12.1	Suppression of Images	12/04/15	Cont'd 12/11/15
12.2	Suppression functionality for mail pieces	12/04/15	Cont'd 12/11/15
9.0	Flats Participation	12/11/15	✓
2.0	Do NOT Mail	12/18/15	
1.0	Postal Inspection Service - Surveillance Program/Mail Covers	01/08/16	
15.0	Non-Automation Mail	01/12/16	At MTAC
10.0	Change of Address Process	01/22/16	

- ❑ Workgroup WebEx – Session 12
  - Friday, December 18, 12:00 p.m.
  - Sub Group WebEx – Session 6
    - ◆ Tuesday, December 15, 12:00 noon EST
- ❑ Planned content
  - Continued Review of Session 10 – open issues
    - ◆ Issue 12.0: Suppression of Images
  - New Discussion
    - ◆ Issue 2.0: Do Not Mail



# Historical Issue Log

- ❑ Issue 3.0: USPS and Industry Critical Success Factors
  - CSF's were reviewed by the group on 10/2 and 10/9
  - Additional factors will be added as necessary
  - A sub-group is being established to provide more input on what would be necessary to deem the test result CSF's statistically valid
    - ◆ Concerns with MID level being insufficient for testing (as compared to a sequence level within a MID)
- ❑ Issue 3.1: Impact on Response Rates
  - This pilot program will provide input on response rates based on more registered users and more mailer interactivity tests
  - Consider having saturation mailers monitor their response rates in the same ZIP Code locations to see if there is any impact
- ❑ Issue 4.0: Timing / Content Discrepancies
  - USPS will be capturing and measuring customer issues/concerns to help determine the scope of this issue, understand the root cause of these discrepancies, and help determine what can be done to minimize
- ❑ Issue 4.1: Data Reliability
  - In addition to the item mentioned above, WG members can provide more examples of instances where 919 scans were received but the mail piece was reported as undelivered

## ❑ Issue 6.0: Data Security

- Information was provided on the security enhancements that the USPS has taken since September 2015, including links to updated handbooks that provide detailed information
- WG members are welcome to submit any additional key items after reviewing the material provided/referenced

## ❑ Issue 11.0: Feedback Loop

- The original question posed was whether or not consumers would be able to “refuse” their images in their email and, ultimately, stop the mail piece from being delivered
- The discussion progressed further, largely broken into two categories and two sub-categories
  - ◆ Consumer facing – customer service and preferences
  - ◆ Mailer facing – operational and marketing

## □ Issue 11.0: Feedback Loop

### ● Consumer Facing:

- ◆ Blocking images is not in the pilot program. Based on feedback during the meeting, this practice is not generally recommended by the industry.
- ◆ WG members did suggest that there could be action buttons and/or indicators of a “trusted provider” within the email.
  - It was suggested that this could be a way that consumers could report issues to the USPIS.

### ● Mailer Facing:

- ◆ WG members did feel that data provided back to mailers should include the type of enrollment and the time of delivery, to allow additional digital marketing efforts. This could be done through APIs.
- ◆ The WG had additional discussion on the “Ideal Feedback Loop” on 10/30/15. Discussed the concept of the connected mailbox and the potential benefits to consumers, potential revenue for the USPS, and concerns for mailers in relation to “refusing” mail.
- ◆ Team still needs to think about the Ideal Feedback Loop; initially described as a data transaction, perhaps similar to the IMb tracing capability, indicating the delivery point barcode, date and time of the email delivery.
  - Additional detailed discussion was held on 11/6. The sub-group will be tasked with capturing the list of feedback loop items desired.

## ❑ Issue 14.0: Integration with Postal One

- While not precisely speaking to the “when” such an effort might take place, Angelo noted that it would be likely be included in one of the two major releases scheduled each year.
- Mail.dat & Mail.xml are a given, however, it is not clear how the mail supply chain could benefit from a separate file submission. Workgroup participants were asked to think about that and share any suggestions.
- The question was asked about how the USPS will tie the images or URLs to the mailpiece. Tactically speaking, PostalOne is driven by the job id, so how is the person who didn't submit the Mail.dat to PostalOne going to know how to tie it to that mailing?
- **The team will want to revisit this discussion when USPS is able to talk about how they imagine creating this connection (which should be in January 2016).** During the pilot, information will largely be managed by email and the MID will be used to connect the dots. Longer term the USPS imagined being able to apply images based on the IMb sequence number range.

## ❑ Issue 5.0: Identity Validation Process

- Reviewed existing process where USPS will use an Equifax Q&A process for consumers to prove their identity
- A validation letter may be sent as well
  - ◆ Carrie is working on the SOP to address what would happen if an account was set up fraudulently
  - ◆ USPS should use best practices based on expertise in this area and understand that these practices will change going forward
- One additional concern is how to manage minors
  - ◆ Minors can currently go to the mailbox and get mail, however, will they be able to see the emails?
    - There is a rule on this. USPS has policies in place that are stated in online User Agreements that prohibit minors (under 18) from registering. They would also have to pass the Equifax questions.

## ❑ Issue 13.0: Mail Moment

- Original questions posed:
  - ◆ Will this type of digital imagery have a positive or negative impact on the Mail Moment?
  - ◆ Will there be a loss of value to hardcopy mail?
- Guest speaker – Vicki Stephen, Director Mailing Services
  - ◆ Provided a presentation with data that supports an increased value vs. a loss of value
    - Including studies on neuroscience, etc.
  - ◆ The pilot program will help validate or negate this assumption